

*specification also provide support for this limitation such as, without limitation, paragraphs [0052]-[0065].);*

**(b) allowing the consumer to interact with the present interactive advertising message** *(Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 33 itself. Paragraph [0014] also provides express support for this limitation. Further, paragraphs [0050] and [0051] provide an example of a puzzle that allows the consumer to interact with the interactive advertising message. Other portions of the specification also provide support for this limitation such as, without limitation, paragraphs [0052]-[0065].);*

**(c) gathering data associated with the consumer's interactions with the present interactive advertising message** *(Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 33 itself. Paragraph [0014] also provides express support for this limitation. Further, paragraph [0054] provides support for gathering data associated with the consumers interactions with the interactive advertising message, such as measuring the consumer's recall of a commercial entity's tag line. Other portions of the specification also provide support for this limitation such as, without limitation, paragraphs [0066]-[0070].);*

**(d) generating a statistical report from the data** *(Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 33 itself. Paragraph [0014] also provides express support for this limitation. Further, paragraphs [0087] and [0088] provide support for generating a statistical report from the data, such as generating statistical reports from demographic and performance data as a result of users playing the games.); and*

**(e) providing the statistical report to the commercial entity** *(Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 33 itself. Paragraph [0014] also provides express support for this limitation. Further, paragraphs [0089] and [0090] provide support for providing the statistical report to the commercial entity, such as providing the statistical report to a commercial entity whose brand names were featured in the games/puzzles.).*

Independent claim 67 is directed to a computerized method for at least one of providing advertising to a consumer and for gathering statistical data from the consumer